

Message Text

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PAGE 01 BELGRA 02232 171117Z
ACTION EB-08

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UNCLAS BELGRADE 2232

E.O. 11652: N/A
TAGS: BEXP, YO
SUBJECT: SUCCESSFUL EXPORT MARKETING SEMINAR

REF: BELGRADE 2156

1. EMBASSY'S E/C SECTION AND USIS, IN CONJUNCTION WITH YUGOSLAV
FEDERAL CHAMBER OF ECONOMY, HELD VERY SUCCESSFUL SEMINAR ON
MARKETING TO THE U.S. MARCH 9-10 AT HOTEL YUGOSLAVIA IN BELGRADE.

2. SEMINAR WAS EXCELLENT COMPLEMENT TO EMBASSY REPUBLIC/
PROVINCIAL VISIT PROGRAM NOW UNDERWAY AND UNDERScoreD EMBASSY
VIEW THAT IN YUGOSLAV CASE, GIVEN CURRENT POLITICAL/ECONOMIC
FRAMEWORK AND YUGOSLAV FOREIGN TRADE SITUATION, SUBSTANTIAL
LONG-RUN GROWTH OF U.S. EXPORTS DEPENDS ON CONCOMITANT GROWTH
OF YUGOSLAV EXPORTS.

3. SEMINAR WAS NOTABLE FOR HIGH NUMBER OF YUGOSLAV PARTICIPANTS
(AROUND 160) DESPITE VERY SHORT TIME FRAME IN WHICH IT WAS
ARRANGED. YUGOSLAV ACTIVE PARTICIPATION IN WORKSHOPS AND QUESTION
AND ANSWER SESSIONS WAS EXCELLENT, PROBABLY BETTER THAN IN ANY
EMBASSY-SPONSORED ECONOMIC/COMMERCIAL SEMINAR TO DATE. ALSO
UNIQUE WAS SUBSTANTIAL PRESS COVERAGE GIVEN SEMINAR, A FIRST
AS FAR AS WE KNOW. ARTICLES APPEARED IN ECONOMIC PUBLICATIONS
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"EKONOMSKA POLITIKA" AND "PRIVREDNI PREGLED". TEXT OF "EKONOMSKA
POLITIKA" ARTICLE WAS PARTICULARLY FAVORABLE.

4. COSTS OF SEMINAR WERE ESSENTIALLY DIVIDED BETWEEN USIS,
WHICH COVERED U.S. PARTICIPANTS' TRAVEL EXPENSES AND SOME PUBLICITY
COSTS, AND FEDERAL CHAMBER, WHICH FUNDED CONSIDERABLE EXPENSES
FOR RENTAL OF SEMINAR ROOMS AND TRANSLATORS. E/C SECTION

PERFORMED MUCH OF SUBSTANTIVE PREPARATORY WORK AND HANDLED MANY ADMINISTRATIVE DETAILS.

5. SPECIFICS ON SPEAKERS AND TOPICS DISCUSSED ARE CONTAINED IN REFTEL.
WORTZEL

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NNN

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